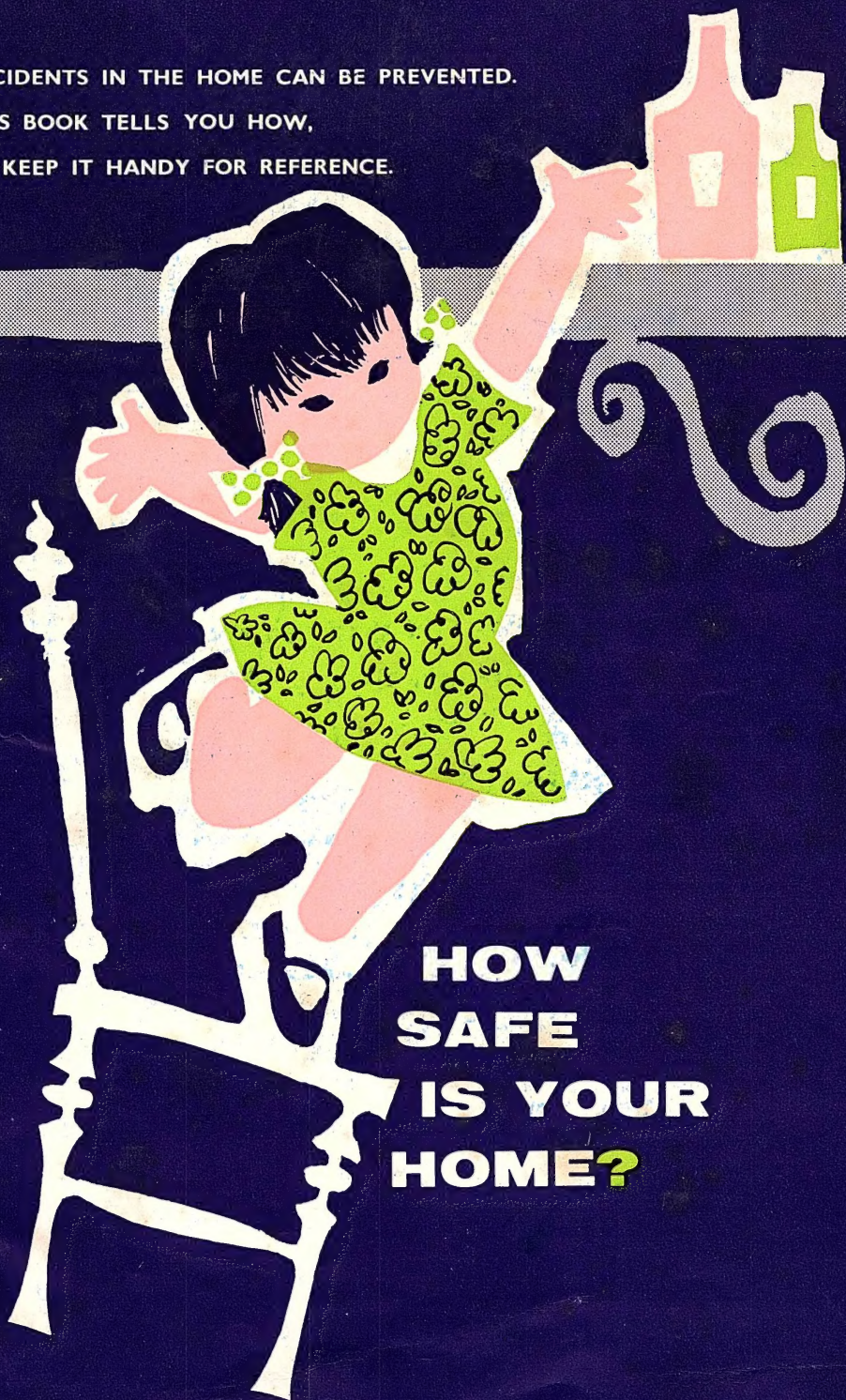


ACCIDENTS IN THE HOME CAN BE PREVENTED.

THIS BOOK TELLS YOU HOW,

SO KEEP IT HANDY FOR REFERENCE.



**HOW  
SAFE  
IS YOUR  
HOME?**



# IN CASE OF EMERGENCY

*By Courtesy of the New Zealand Red Cross Society (Inc.) Headquarters, Wellington*

## **SEND FOR A DOCTOR** immediately in all cases of serious accidents.

While waiting, keep patient still, quiet and reassured.

In cases of bleeding, burns or cuts, wash your hands before and after dressing.

**Never** attempt to give an unconscious patient anything to drink.

## **BLEEDING**

1. Apply direct pressure to the wound with a clean dressing, but **NOT** if you suspect pieces of glass in the wound. In such cases apply pressure above and below the wound.
2. Bandage the wound firmly. If bleeding continues, apply pad of cotton wool over the first bandage and bandage again.
3. If there is bleeding from a limb, raise the limb above the body.
4. Do **not** give stimulants – **NEVER** alcohol.

## **SHOCK**

1. Always treat for shock. Keep the patient lying down and covered. Do not apply heat.
2. Keep the patient quiet with a minimum of movement.
3. Lower the head if pale. Raise the head if flushed.
4. Loosen clothing at neck and waist.
5. Sips of hot sweetened tea (not too hot) may be given if the patient is conscious – **if you are sure there are no internal injuries or if you are quite sure an anaesthetic will not be necessary.**

## **BURNS AND SCALDS**

1. **DO NOT APPLY POWDER, GREASE, OIL OR OINTMENTS.**
2. Treat as for shock.
3. Do not puncture blisters.
4. Do not attempt to remove clothing unless it is petrol soaked, in which case cut the clothing carefully away around the burnt areas.
5. If burning is severe cover the whole with a clean dry dressing (a laundered sheet can be used).
6. Severe burns need urgent hospital treatment. Send for ambulance. Do not wait for doctor.
7. For small unblistered burns or scalds apply a thin paste of soda bicarbonate (baking soda) and water. Keep moist.

## **FRACTURES**

1. Treat as for shock.
2. Keep injured limb supported and in most comfortable position until the doctor arrives. Do not move patient unless **ABSOLUTELY** necessary.
3. If wound is present cover with a clean dressing.

## **WOUNDS, CUTS AND SCRATCHES**

1. Cleanse area round wound with warm water and soap. Dry gently with a clean towel.
2. A diluted solution of savlon, acetavlon or dettol may be used to clean the wound.
3. Apply a dry clean dressing under cotton wool. Bandage or fix with adhesive plaster. Consult a doctor for all wounds

## **POISONS**

1. Keep any vomited material, the suspected poison or container.
2. If lips and mouth are stained give large drinks of water or milk. **DO NOT** make the patient sick.
3. If lips and mouth are **NOT** stained make the patient vomit by giving a glass of water containing two tablespoons of common salt.

# FOREWORD

Home accidents are a world-wide problem. Among the major causes of injury and death in the home are falling, burning and poisoning accidents. But whatever heading an accident comes under, it is still an accident which need not have happened – which could have been prevented.

The World Health Organisation recognises the fact that home accidents are a matter of major importance. This was shown in the choice of “Accident Prevention” as the theme of World Health Day 1961.

Accidents are seldom chance events, they do not just “happen”. They are caused almost always by thoughtlessness, carelessness and ignorance. There could be one in your home today or tomorrow.

The best hope of accident prevention is through safety education – which is the reason why this booklet has been published.

It was written with the assistance and approval of the Department of Health and with the hope that by reading it and using the advice in it, you may be able to save someone in your home from injury or death.

DEPARTMENT OF HEALTH

---

## **IN CASE OF EMERGENCY (continued)**

### **HINTS**

1. When sending for the doctor indicate what is the matter and give the correct address with instructions as to finding this.
2. Small wounds need attention. This is important.
3. Poisons and dangerous drugs must be kept in a locked cupboard and always out of reach of children.
4. Do NOT attempt to remove foreign bodies from eyes, ears, or noses, but take patient to doctor or hospital.
5. Before touching a person who has been electrocuted, SWITCH OFF THE CURRENT. Beware of touching live wires without covering the hands with rubber.
6. When necessary – in case of drowning, suffocation or electrocution, etc. – start artificial respiration AT ONCE. Do not stop until directed to do so by the doctor.
7. Try to keep calm, cool and collected.

### **YOUR FIRST AID KIT**

It is necessary to keep a stock of First Aid material in a convenient place in the house. It should contain cotton wool, bandages (assorted widths), gauze, adhesive plaster, antiseptic, scissors, and soda bicarb. (baking soda).

### **FIRST AID KNOWLEDGE**

If possible, at least one person in each household should have a good knowledge of First Aid. Attend Red Cross Lectures. For details consult your local Red Cross.

### **PREVENTION IS BETTER THAN CURE**

RED CROSS is International, embracing 87 countries, administering to all – irrespective of class, colour or creed.

**SUPPORT YOUR RED CROSS**



# HOW SAFE IS YOUR HOME?

There is one matter where we compare very unfavourably with many other countries, and where we should be very ashamed of ourselves. It is in our high accident rate, for motor traffic, for our farms, and for our homes. You will find it hard to believe, but the majority of accidents occur not on our streets, nor on our farms, but in our homes. In a recent year 8323 people ended up in our hospitals because of accidents in our homes. In the same year there were 5236 road accidents that occupied hospital beds. That is a lot of people. There were six times as many home accident patients as farm accident ones, and five times more home than factory accident patients. In one year over 8000 people are damaged in accidents in and about the home, they are discharged from or die in hospital, and most of this maiming and killing is a blot on our home care record. Most of the domestic accidents are preventable with care and forethought. How long do we go on damaging and killing like this? Isn't it time we took more household care?

Of all accident cases occupying hospital beds in New Zealand, only 18 per cent were road accidents; 34 per cent or one-third occurred at HOME.

- 599 children between 2 and 5 were burned.
- 507 children between 2 and 5 were poisoned.
- 456 children between 2 and 5 were injured in falls.
- 232 children between 2 and 5 were injured by sharp instruments.
- 730 children between 5 and 15 were injured in falls.
- 282 children between 5 and 15 were injured by sharp instruments.
- 224 children between 5 and 15 were burned.
- 605 people between 15 and 60 were injured in falls.
- 397 people between 15 and 60 were injured by sharp instruments.
- 150 people between 15 and 60 were burned.
- 1,117 people over 60 were injured by falls.

**Fires and heaters must be guarded to prevent accidents**



**keep them SAFE at home**

# WATCH THE TODDLERS



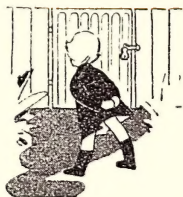
Label all medicines clearly and make sure the chest is out of reach of the children.



Select toys so that neither the toy itself nor any removable part can be swallowed. Discard toys with sharp edges.



Read the directions on medicine labels carefully and don't guess the dose. And be sure to segregate the poisons.



Have front and back gate latches constructed in such a way that they cannot be reached by children.



If the toddler is in the kitchen with you, see all saucepan handles are turned inwards. A safety precaution for you, too, as handles jutting out may be knocked.



Have gates fitted to all staircases and steps which may be difficult for toddlers.



# How Safe is Your Home for Your Children?

## **BIRTH TO FOUR MONTHS** (Remember: Baby needs protection – full time.)

Check bath water with your elbow to make sure the water isn't scalding.

Toys should be too large to swallow, too tough to break, and should have no sharp edges. Keep pins and other sharp objects out of reach.

Beware of smothering. Don't use filmy plastics for bed coverings. Harnesses, zippered bags and pillows can be dangerous.

The baby's bed and playpen are the only safe places for him to be alone. Never, not even for "one second", leave baby alone where he may wriggle free and fall on to a hard surface or into water. Before leaving baby in his cot make sure the sides are up and secured.

## **FOUR TO SEVEN MONTHS.** At this age baby grasps and moves more.

Don't leave baby alone in the bath for any reason – if the phone or door-bell interrupts your youngster's bath either disregard the call or take him with you – it takes only seconds to drown. Keep him away from taps.

Small objects – buttons, beads, and coins – must be kept out of reach. Rounded toys of smooth wood or plastic are safest.

## **SEVEN TO TWELVE MONTHS.** Baby now sits, stands, crawls, and may even walk. He puts everything into his mouth. He can pull himself up, and everything else down.

Medicines and poisons should be put back into a locked cabinet immediately after use. Don't take chances here. All medicines, even aspirin and liniments can cause poisoning. Many common household substances are poisonous; cleaning products such as bleaches, lye, detergents and other caustics, polishes and waxes; kerosene, lighter fluids, and fuel oils; paints, turpentine, paint removers and thinners; pesticides, mothballs, weed killers, and fertilisers; cosmetics (including nail polish, hair sprays, and permanent wave materials).

Keep these products out of reach until youngsters can be taught their proper use. In case of poisoning: Call your doctor or nearest hospital at once for advice as to immediate care. Take the original container of poison with you to the doctor's office or to the hospital.

Hot liquids, hot foods, electric cords on irons, toasters, and coffee pots should be kept from baby. Place guards in front of open heaters and fires.

Be especially careful of tablecloths that hang too low, and when cooking turn handles of pots to the back of the stove.

Fence in stairways. Get safety plugs for wall sockets. Scissors, knives, and breakable objects should be kept out of reach. Pad sharp-edged furniture.

**ONE TO TWO YEARS.** At this age, the child investigates. He climbs, opens doors and drawers, takes things apart, and likes to play in water.

Fasten securely doors which lead to stairways, driveways, and storage areas. Put gates on porches and stairways. Be sure that children cannot open windows on upper floors.

Fence the play yard. Never leave the child alone in the bath, paddling pool, or around open areas of water, however shallow.

**TWO TO THREE YEARS.** The child of this age is fast. He is impatient with restraint. He imitates – he wants to do things alone.

Accidents are more frequent at this age. The child may be hurt by bats, hard balls, bicycles, and rough play. Supervise play when possible.

Store dangerous tools and garden equipment in a safe place.

Keep the child away from street and driveway with a fence and make sure the child can't open the gate.

**THREE TO SIX YEARS.** Now the child starts to explore the neighbourhood. He'll climb trees and fences, ride tricycles and bicycles, play rough games. Most of the time he is out of sight.

Check on his activities frequently. Be sure to inspect his play areas for hazards which may attract him – garden and farm machinery, rickety buildings, drains.

Teach safe ways to handle tools and kitchen equipment – teach the danger of open flames.

The child must learn obedience where traffic is concerned.

Teach the danger of water – start swimming instruction as soon as possible. Check your local public pool for help in instruction.

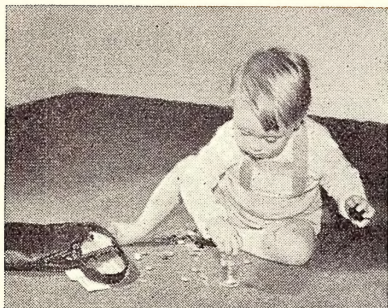
*shop*



*where thrift  
is always  
in good taste!*



# DANGER — DEADLY POISON



Pretty pills are dangerous "sweets"

Let us take one entirely preventable run of accidents from poisonings! In 1957 there were 358 poisonings by drugs. The common household drugs were the chief culprits, 121 poisonings by barbiturates, 33 by aspirin, and 21 by antihistamines. Six in ten of these poisonings were in children under ten years of age, one in every four of them in toddlers aged two years, and one in every two of these drug poisonings were aged one and under four years. In the case of aspirin poisonings, 70% of all patients were aged under 5 years. The story is worse with the antihistamines; 95% of all cases were aged 3 years and under.

In the same year there were 487 cases of accidental poisonings by other substances. Kerosene accounted for 96 of these, 99% being aged 4 years and under. Petrol, with 40 cases, seems a male propensity as there were only 6 females here, but nearly two-thirds of the males were aged either one or two years. Turpentine claimed 67 victims, 61% being aged one year. Jeyes Fluid poisoned 23 altogether, every one of whom was aged under 5 years. The same sort of story goes on and on, with caustic soda, weed killers, garden sprays, and such unexpected things as ink and egg-preserver.

What a story of preventable trouble in this one type of domestic accident alone! Preventable, because it mainly affects babies, toddlers, and children

under school age. Our neighbour across the Tasman is no better, with a peak of poisonings in the second to third year of life. But that is no comfort! We must do something about making our homes safer for little ones.

Now the avoidance of poisoning is but a matter of care and forethought — little children cannot read, so that labelling, important though it be, fails to guard the pre-school ages. Some households have the habit of changing poisonous substances from the original container to one similar to that from which children have been accustomed to be allowed to have a drink. This is simply asking for trouble. In any survey of our homes, except in the few alive to the risk, you would discover poisons in all kinds of places, many at floor level and readily accessible. Do you have a safe out-of-the-way place for your cleaning fluids, such as kerosene, turpentine, caustic soda, and detergents, and for your personal things like deodorants and depilatories? Does father keep his insecticide, rat-killing, weed-killing, and spraying substances safe from little hands, and remember to burn or bury or put safely at the bottom of a tight lidded rubbish tin the dangerous empty containers? And your drugs — but you know the care needed — are you taking it in your home?

**NEVER store poisonous substances within reach of inquisitive fingers**







There is no substitute for Quality

Shop at -

**CROSS'S**

**Hi-Grade Meats**

186 Ferry Rd. Phone 87-988

We are happy to support  
this Campaign



A First-Class  
Gentlemen's Hairdressing Service  
is available at -

**Doug Phillips Saloon**

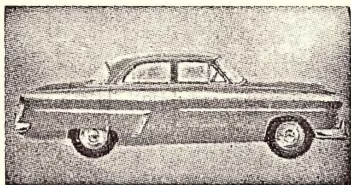
183 Ferry Road

(Opp. Lancaster Park Hotel)

★

All Brands of Cigarettes and Tobacco  
and All Smokers Requisites

**NO WAITING**



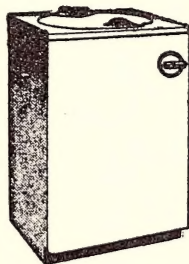
It's Annoying - that dented Guard,  
Scraped Door, Bent Bumper Bar  
Our modern plant can restore your  
car to its showroom condition

Panel Beating - Oxy-Welding  
Spray Painting - is our business

Phone 62-808 or Call at -

**D. G. ROBINS**

420 TUMA STREET



• Dishmasters

• Washing  
Machines

• Wastemasters

• Clothesdryers

**Ash Machinery Service Ltd.**

104 Riccarton Road, Christchurch  
Phone 46-072 P.O. Box 1693



**Grays Foodcentre**

224 Ferry Rd. Phone 76-974

Personal Service - Free Delivery

**RED TAG BARGAINS**

We are pleased to support  
this Campaign



**P. E. COLEBY**

For Quality Meat  
Shop at a Quality Butcher

Small Goods a Specialty

134 Colombo St. Phone 36-148

# PREVENT BURNS AND SCALDS

Day after day we read in our newspapers of injuries or deaths from burns. Most of the victims seem to be young children who either die before they can enjoy the promised future, or who go through life scarred and unhappy. How can this be avoided? How can we watch our children all the time and still get our housework done? These are questions which worry most parents.

Over-protection is not good, but teaching our children the dangers of fire could not be called over-protection. If they must learn to handle fire - and this is necessary in our climate - then they must be taught the RIGHT way to light fires, gas, and electric heaters. Supervision is most important.

They must be taught care, and sensible action. Never let them use petrol, kerosene, or methylated spirits



**Keep matches out of reach of young children**



## **Guard all fires and heaters**

to help in lighting a fire, as these liquids flare suddenly, and the gas given off by them can explode. And don't use them yourselves - children learn by example.

When they are too young to be taught, then protection is all important. Guard all fires, whether open, gas, or electric, with a wire mesh guard that makes a child keep its distance, and keeps curious fingers from the fire itself. Keep books and toys away from the fireplace, and allow no romping games near the fire.

Put the children in pyjamas instead of flowing nightgowns - even if the nightgowns do look prettier on little girls. Pyjamas fit more closely and cannot be drawn into a fire by the draught. Make pyjamas and dressing-gowns of woollen materials. These may smoulder, but will not flare as cotton does.

If you are burning rubbish in the garden do not let the children near unless there is another adult to watch them. And burn your rubbish in a tin so that it is kept in a small area.

Keep matches and cigarette lighters out of the reach of young children.

It is hard to keep an eye on a busy toddler while trying to cope with the demands of your home. But if all your fires are safely and firmly protected, and if there are no sources of fire, such as matches, in reach, then you will know that your home is a reasonably safe one.



Have your vehicle  
Serviced and Refuelled at -  
**Monk and Perger Ltd.**  
SERVICE STATION



All Classes Repairs, Tyres, Batteries,  
Painting, Panel Beating, Greasing  
464 Ferry Rd. Phone 87-951

**CHERI MODES**

has just the right garment for  
the Ladies of Taste



MODERN  
STYLED  
COATS  
FROCKS  
SKIRTS  
TREWS

All Designed for Fashion and to suit  
your purse. Call in and view extensive  
range by top line manufacturers.



711 Ferry Rd.

Phone 61-410

**RADIATORS**

Cleaned - Repaired - Renewed



We can supply any type of core  
in your tractor, truck or car  
Let us Quote

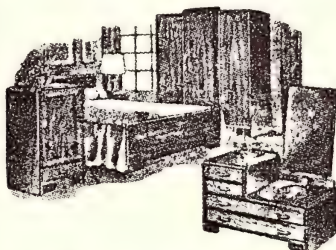


**Canterbury Radiator Co.**

430 Tuam St. Phone 50-574

**CHRISTCHURCH**

**ROTHERA'S  
CARPET CENTRE**



For All Household Furnishings

Phone 37-550



The Best is the Cheapest in the end

**C. A. PERCY  
BUTCHERS**

Sells only the Finest Quality Meats  
and Tasty Small Goods

**PHONE 88-491**

We are pleased to support  
this Campaign



**H. & J. WHITE**

Hairdresser and Tobacconist

We need your head for our  
business

# Prevent Burns and Scalds (cont.)



**Cold water in the bath before hot**

More than 1000 toddlers and pre-school children are burnt or scalded every year in New Zealand. In 1957, 646 children under five years were treated in hospital for severe burns and scalds. Probably an equal number of less serious cases were treated at home by the family doctor. These are staggering figures but they can give no idea of the pain and unhappiness that serious burns can cause, particularly to children whose years of greatest opportunity can be marred in this way.

In scalding accidents, the most critical age is from one year to two and a-half years, when the child's natural curiosity leads him to investigate anything and everything. Too often a pull on the dangling flex of an electric hot water jug showers scalding water down on top of a toddler. This is the greatest single cause of scalds.

In 1957, 304 young children were sent to hospital after being scalded by hot water from upset electric jugs, kettles, pots or buckets.

Sixty-six children upset cups of tea or pulled teapots down on top of them.

Fifty-four children were burnt when they pulled on the handles of sauce-pans of hot food or frying pans on the stove top.

A surprisingly large number of children, fifty, were scalded when they fell into or were put in baths of hot water.

These figures show only those treated in hospitals.

All these accidents could have been prevented if safe practices had been followed in these homes. The great danger from an electric jug can be eliminated by the use of an electric jug holder. There are several types on the market, but it is not difficult to make a simple holder from No. 8 fencing wire.

The stove top hazard can be reduced by turning the handles of pots and pans to the back of the stove or by fitting a guard around the top of the stove.

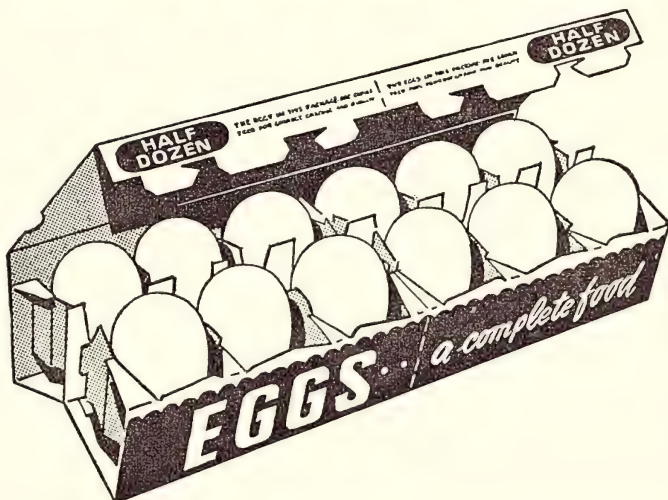
It is a wise precaution always to put the cold water into the bath first so that the danger of scalding is minimised.



**Turn pot handles towards the back of the stove**



**Whatever the meal  
make it more nourishing  
with . . .  
CARTONED EGGS**



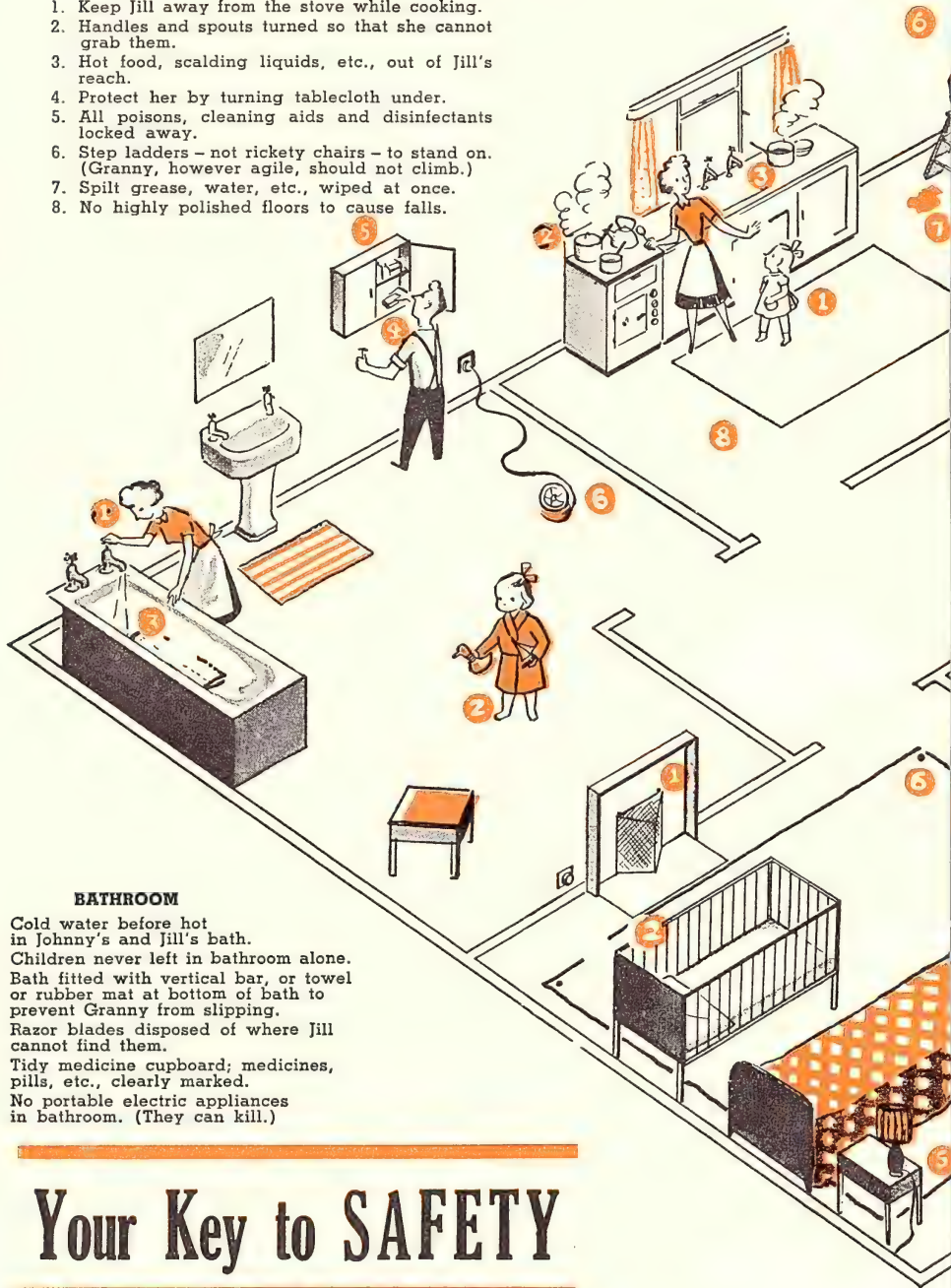
As a meal, with a meal, cartoned eggs are better value. You get priceless protein and the essential vitamins A, D, three of the B, iron, and other minerals . . . So much food value for so little cost.

**C.C.D.**

**COMBINED CO-OPERATIVE DISTRIBUTORS LTD.  
28 TUAM STREET, CHRISTCHURCH**

## KITCHEN

1. Keep Jill away from the stove while cooking.
2. Handles and spouts turned so that she cannot grab them.
3. Hot food, scalding liquids, etc., out of Jill's reach.
4. Protect her by turning tablecloth under.
5. All poisons, cleaning aids and disinfectants locked away.
6. Step ladders - not rickety chairs - to stand on.
7. Spilt grease, water, etc., wiped at once.
8. No highly polished floors to cause falls.



## BATHROOM

1. Cold water before hot in Johnny's and Jill's bath.
2. Children never left in bathroom alone.
3. Bath fitted with vertical bar, or towel or rubber mat at bottom of bath to prevent Granny from slipping.
4. Razor blades disposed of where Jill cannot find them.
5. Tidy medicine cupboard; medicines, pills, etc., clearly marked.
6. No portable electric appliances in bathroom. (They can kill.)

# Your Key to SAFETY





### HALL, STAIRS AND PASSAGES

1. With young children in the house, have a gate at the top and bottom of stairs.
2. Nothing left lying about. (Especially on the stairs.)
3. Bannisters to hold.
4. Tightly fitting staircarpets - with clips or rods in place.

### LIVING ROOM

1. Good fireguard - fixed in position completely covering fire.
2. Large toys for small children. (Nothing to swallow, put up nose, or down ears.)
3. Matches, pins, needles, scissors, etc., out of Jill's reach.
4. Have dummy plugs in outlet sockets to protect exploring fingers.
5. Electric light flex where it cannot cause a fall.
6. Rugs fastened down or with non-slip corners.

### BEDROOM

1. Fire adequately guarded.
2. No soft pillows to suffocate Johnny.
3. No propped-up bottle to choke him.
4. Windows guarded with bars. (Removable in case of fire.)
5. Light switch or lamp within easy reach of bed.
6. Carpet fastened down.

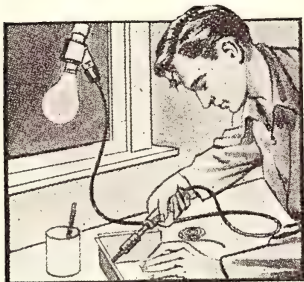
# ELECTRICAL SHOCK



## DON'T DO THAT

### Danger - Don't Meddle

For safety remove the plug from the wall socket or turn off the switch before removing the connector from the appliance. Makeshift repairs to frayed cords, prising open contacts, and meddling with electrical equipment lead to disaster. Leave electrical repairs to your electrician.



## DON'T CONNECT

### Power Appliances and Light Sockets

Lamp holders are safe to use for lamps - not power or heating appliances. Most appliances are fitted with a 3-core flex for the purpose of earthing the exposed metal of the appliance, and a 3 pin plug must be used. The lamp holder adaptor in this picture cannot be safely connected to a 3-core flex.



## DON'T TOUCH

### Any Fallen Wires may be Dangerous

A radio aerial that has blown down can be dangerous. Don't touch it before making sure that:

- (1) It is not near any power wire.
- (2) That the radio set to which the aerial is connected is disconnected from the power supply.

Live radio aerials have caused fatal accidents.



## DON'T TAKE RISKS

### Electric Blanket Safety

Electric blankets are a great comfort but - an electrical fault often causes a fire. Unless waterproofed, a fire can be caused by bed-wetting. Do not launder blankets unless you follow manufacturers' instructions. Buy only blankets made to N.Z. Standard Specification. Don't buy a second-hand blanket - it may be in a dangerous condition.

**Take your Electrical Appliances to a Qualified Electrician**



---

## THE TUI MILK BAR

(M. & A. J. SMITH)

**Fruit and Veggies. Daily**

Ernest Adams Cake Agency  
Frozen Foods - Personal Service  
Phone 61-511

---

## Ferry Road Fish Supply

(GORDON & EDITH LOUITT)

344 Ferry Rd. Phone 77-745

---

FRESH AND FRIED FISH  
SPECIAL ORDERS TAKEN

---

YOUR PERM AT -  
**TOWNSEND'S**

★

477 Ferry Rd. Phone 76-719  
Woolston  
CHRISTCHURCH

---

---

## COLIN EDLIN

**Quality Butcher**

CORNER BEEF A SPECIALTY  
FREE DELIVERY

346 Ferry Rd. Phone 30-258  
WOOLSTON

---

## PINER STORE

**Fresh Fruit and Veggies. Daily**

.....  
CAKES - ICE CREAM - SWEETS  
.....

Phone 61-745

---

## Melody Milkbar and Dairy

✱

We Cater for Needs  
7 Days a Week

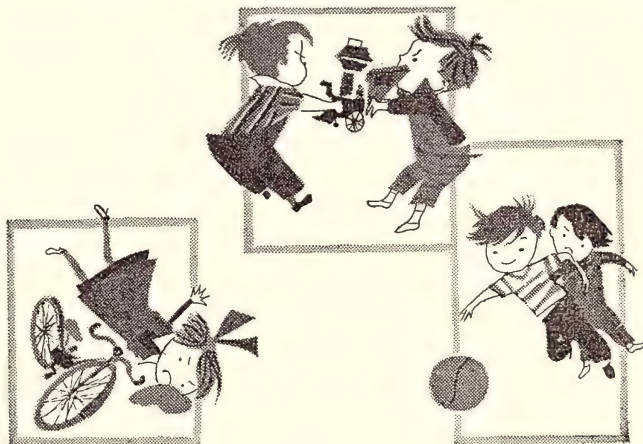
✱

462 Ferry Rd. Phone 69-937

---

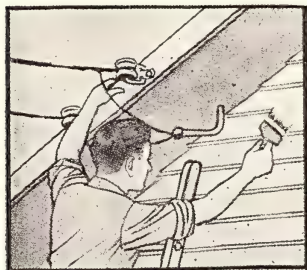
## ACCIDENTS TO TEETH can be SERIOUS

.....



For any severe knock or blow on a tooth - whether or  
not you can see damage - **seek dental advice at once**

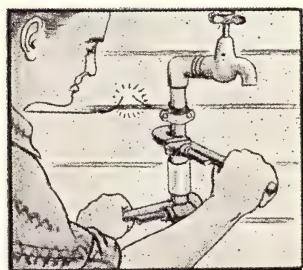
# ELECTRICAL SHOCK (cont.)



## DON'T GO NEAR

**All Overhead Wires are Dangerous**

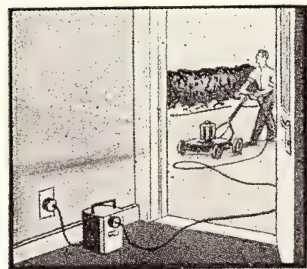
Many accidents, some fatal, have occurred to painters. Treat every wire as bare even though it may appear to be insulated. Your Supply Authority will be pleased to advise you regarding working near these wires.



## DON'T DAMAGE

**Your Main Earth Wire**

Keep an eye on your main earth wire. It is usually connected to a water pipe or a metal rod driven into the ground. If damaged or disconnected, have it repaired at once - if you are in doubt, consult your electrician or Supply Authority.



## DON'T FORGET

**Always Use an Isolating Transformer**

An isolating transformer is essential for the safe use out-of-doors of any ordinary electrical appliance. Keep the connection short between the transformer and the wall socket. For maximum safety connect one appliance only to the transformer at a time. Don't risk electrocution - use an isolating transformer, or other approved safeguard.

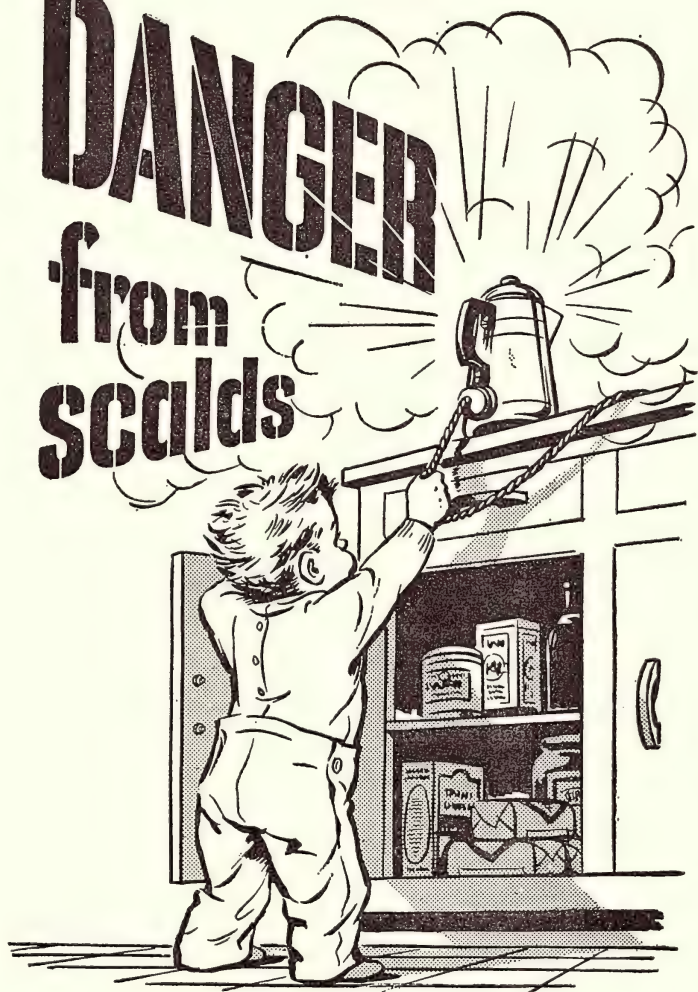
*shop*



*where thrift  
is always  
in good taste!*



# **DANGER** from scalds



## **KEEP SCALDING LIQUIDS OUT OF REACH OF A TODDLER**

- Install a holder for your electric jug.
- Turn all pot handles to the back of the stove or fit a stove-top guard.
- Put cold water into the bath before the hot.
- Watch teapots and those cups of tea.

# STOP THESE DROWNINGS!

In a 3-year period between May 1958 and April 1961, 361 persons were drowned. Those figures are the cold statistical facts. But they do not tell you of the misery and anguish that was brought into so many homes. How did these fatalities occur?

The answer, unfortunately, is through carelessness. Near the water, on the water, in the water there is danger – more danger than many people realise. Everyone must be alert at all times, particularly where there are children.

If you are a non-swimmer do remember this; by taking unnecessary risks, whether through ignorance or bravado, you may endanger the life of someone who attempts to save your life. If you are a non-swimmer bathe with the crowd, preferably with friends who would soon miss you if you were in difficulties. Obey all warnings, avoid horse-play in or near water, never fake drowning accidents for fun – you may cost another person his life. Beware of drifting out on airbeds and tyres, never bathe after a heavy meal or when unwell or overtired. But the biggest precaution of all you can take is to learn how to swim yourself and teach your children.

Even strong swimmers run the risk of drowning by over-estimating their own ability and strength; by taking risks in unknown waters and by ignoring danger signals.

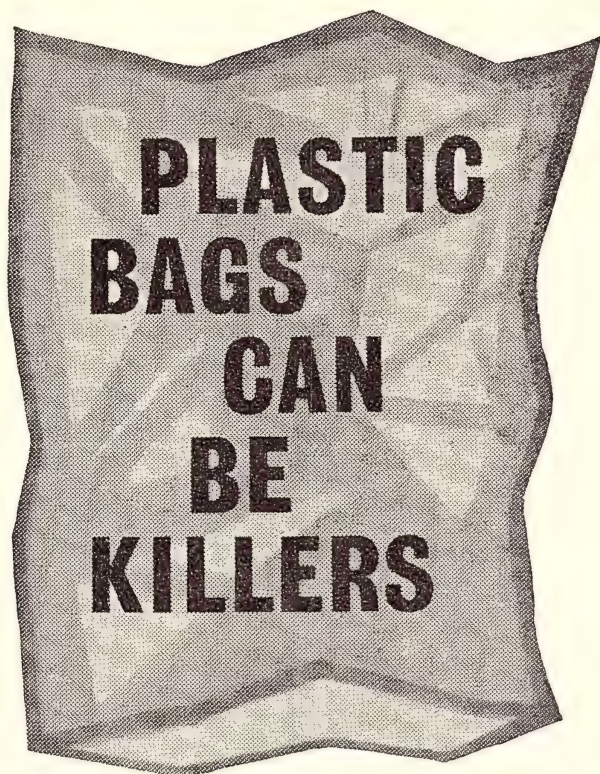
At the beach you should swim whenever you can where the red and yellow flags mark the safest places. On unpatrolled beaches where flags are not flying, take special care because if you swim alone on lonely beaches there is not much hope if you get into difficulties.

Rivers and streams continue to take a high toll of life with 96 drownings in the last three years. Never take risks with rivers, streams or lakes – they are notoriously treacherous. Don't try swimming across unknown sections of a river – there may be submerged trees; the current may be stronger, the water colder than you expect; don't rush in carelessly, the gravel may have scoured into a dangerous hole. Do watch children playing on the bank or paddling in the shallows. If you are a trampler or a mountaineer, learn how, when and where to cross rivers in safety. A moment's carelessness can make the safest river a death trap.

Boating fatalities hold much too high a place – a total of 80 in three years, between May 1958 and April 1961. This is understandable perhaps when one considers the increasing number of small craft that can be seen on any weekend or holiday on trailers or tops of cars being taken to out-of-the-way places. What is not understandable is the evidence of carelessness and total disregard of danger.







## **KEEP THEM AWAY FROM CHILDREN!**

A plastic bag near a child is an invitation to tragedy. Once over the head it can cling tightly to the nose and mouth, shutting off the air supply.



**In the first six months of last year 70 infants died this way in the United States**



**DESTROY PLASTIC BAGS.** Don't be responsible for a child's death. When you have finished with a plastic bag or plastic covering, destroy it by burning, or tie a knot in it.

Never let it become a plaything.

There is absolutely no excuse for overloading small boats or not wearing a life-jacket at all times. Do not allow skylarking in the boat, be satisfied with the seat you took when you started out; changing seats in a small boat is very dangerous. If your boat capsizes, stick with it until help arrives.

Every year people fishing from rocks are accidentally drowned. Keenness to get a "good catch" makes a rock fisherman forgetful of the big wave that sweeps up every so often.

Under-water swimming and fishing are increasing in popularity, and novices may run into danger unless properly trained and fully aware of risk to themselves and to others.

Particularly horrifying are the large numbers of children who are drowned each year. "It won't happen to us", is the thought uppermost in the minds of most parents when accidental drownings of children are reported. And yet, in the last three years, 85 of the 361 drownings were of children under the age of 5. We take water so much for granted that few people realise how little water is necessary to drown in. Did you know that toddlers can drown in 2 inches of water – just a puddle – and a half-filled bucket of water can be fatal?

There is danger near any unenclosed water – open drains and garden pools, unprotected tanks and springs, buckets and bowls and baths. Where there are creeks, streams, pools and water holes close by the home, they must be fenced off or covered, and children told to be careful. Where this can't be done, when you are having a picnic by the river, lake or beach for example, watch your children all the time; be conscious always of the danger to them. When supervising a group of children, count and check frequently, and don't swim yourself. Above all, teach your children to swim as early as possible.

Water has an irresistible fascination for young children and this is why it is so essential for everyone, especially the mothers of young children, to know a simple method of resuscitation. The new method, Rescue Breathing, is the simplest and most effective form of resuscitation, and every person should know how to do it. Drowning can happen any time and it may be you who have the unconscious man, woman or child at your feet. You may be able to save his life with Rescue Breathing.



**The articles  
here are  
dangerous  
to children.**

**They should  
be kept  
well out of  
their reach.**



# SUFFOCATION

---

One of the greatest hazards, especially for children under one year, is suffocation – either by food or what is called mechanical suffocation.

Babies and toddlers put just about everything into their mouths – because it is one way they learn about the shape and feel and taste of things. That's why small things must be kept out of reach –

- Pins – including safety pins and hairpins.
- Needles and nails, buttons and beads.
- Tiny toys, and parts of larger toys that are detachable.
- Doll's eyes that may be loosened and swallowed.
- Peanuts or peas or popcorn.
- Rattles containing stones or shot which might be swallowed if the rattle is broken.
- Toys with parts small enough to be torn off and swallowed.
- Marbles and caps from bottles, cans, toothpaste, etc.

These are some of the things a small child may pop into his mouth, nose or ear if he can get hold of them.

At bedtime, for his protection against smothering, he should have his own cot without a pillow.

Be sure the blankets don't cover his face.

His sleeping clothes should not be tight around the neck.

Hold him when he is being fed. He may choke if left alone with his bottle propped.

Do not give a small child anything to play with, such as plastic bags, blankets, sheets, etc., which might cause smothering.

**CUTTING AND PIERCING ACCIDENTS** occur far too often in our homes – 1243 cases in 1957. These accidents were caused by carelessness with tools, axes, needles, bottles, sharp wood, knives, broken glass, glass doors and windows, scissors, dangerous toys and razor blades. So do remember to keep these things well out of the reach of small children. Teach older children to handle tools and knives correctly – keep sewing equipment in a safe place. Wrap tins and bottles in newspaper before putting them in the dustbin. Be careful yourself when handling all sharp implements and set your children an example of safe practice.

# RESCUE BREATHING

**THE OLDEST AND BEST METHOD OF RESUSCITATION -  
THE USE OF A RESCUER'S BREATH TO REVIVE A VICTIM  
UNABLE TO BREATHE FOR HIMSELF**

**For all victims who have stopped breathing in such accidents as:**

**DROWNING  
ELECTRIC SHOCK  
SMOTHERING  
CHOKING  
SMOKE SUFFOCATION  
OVERDOSE OF DRUGS  
CARBON MONOXIDE GAS  
OTHER GAS POISONING  
HEAD OR CHEST INJURIES  
HEART ATTACK OR STROKE**

**IMPORTANT:** In cases involving poisons and insecticides, when rescue breathing may endanger the rescuer, use a manual method.

## DANGER SIGNS

No breathing movements; blueness of tongue, lips, and fingernails, indicating lack of oxygen in the blood and need of help with breathing. Even if you are in doubt, begin rescue breathing immediately.

## BEGIN AT ONCE — DELAY MAY BE FATAL

**IN TEN YEARS 120 FARM  
PEOPLE HAVE BEEN  
DROWNED**



Cover sheep dips and have a child-proof fence around your home. Remember supervision may avoid tragedy.

**LEARN TO SWIM.**

Don't waste time by feeling the victim's pulse, finding equipment, moving him, going for help, getting to shore. Only a short time without oxygen can cause serious damage to the brain.

The air you breathe is not "spent". It contains enough oxygen to save a person's life. His oxygen needs are met and his carbon dioxide adequately eliminated by rescue breathing. If you breathe twice as deeply as usual your inhaled breath contains more than enough oxygen for an adult victim.

**BEGIN AT ONCE**  
**Rescue Breathing Methods**

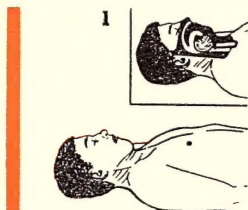
**SEE OPPOSITE PAGE**



# RESCUE BREATHING FOR ADULTS

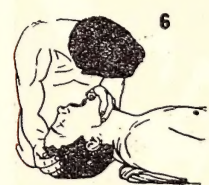
Place the victim on his back and begin rescue breathing. Your first blowing efforts will show if his air passages are blocked and, if they are clear, will provide the urgently needed oxygen. If his throat is blocked, clear it quickly with your fingers. Slaps between the shoulder blades should dislodge a stubborn blockage.

Rescue breathing through the patient's nose is less likely to force air into his stomach. If his nose is blocked, however, try rescue breathing through his mouth.



In an unconscious person with his head slumped, the tongue blocks the throat and little or no air can get into his lungs (fig. 1). Lift his neck and tilt his head right back (fig. 2) - halfway tilt is not enough - and he may start breathing for himself. If he does not, start rescue breathing.

Hold the head fully tilted with chin pulled forward. Take a deep breath, open your mouth wide (fig. 3), and seal your lips on his cheeks round his nose, keeping his mouth closed and taking care not to pinch his nostrils (fig. 4).



Then blow until you see his chest rise. If you are rescue breathing through his mouth, seal your lips round his opened mouth, blocking his nostrils with your cheek (fig. 5) - or pinching them with your fingers - to prevent air leakage.

Remove your mouth and listen to him breathing out through mouth and nose - part his lips if you are breathing through his nose - while you are taking another breath (fig. 6). Inflate his lungs again as soon as he has breathed out.

Make the first 5 to 10 breaths deep and rapid. Then continue with 10 to 15 breaths a minute. When he starts trying to breathe for himself, keep your breaths in time with his efforts.

## FOR INFANTS AND CHILDREN



Keep the head tilted right back, seal your mouth around the child's mouth and nose and blow gently (fig. 7). Use only puffs from your cheeks for infants. Stop blowing as soon as the chest starts to rise. Repeat breaths at least 20 times a minute.

Air blown into the stomach by too forceful rescue breathing will cause bulging between ribs and navel. This can be removed by gentle pressure (fig. 8). Turn the head and clear the throat afterwards. Keep the head lower than the chest to prevent fluid from entering the lungs.

Fig. 9 shows a practical alternative position for supporting small children during rescue breathing.



# WATCH YOUR STEP



- Four out of every 10 patients in New Zealand involved in a domestic accident were injured by falls.
- One-third of all people injured in falls in the home were women of 45 years and over.

These are among the facts revealed by the 1957 statistical analysis. In this year over 3300 falls were treated in hospitals.

This is an alarming record. Falls are the most frequent causes of death in the home. Almost every day, in somebody's house, someone falls, and most of these falls need not have happened. They could have been prevented if even the most elementary precautions had been taken.

The chief victims of falls are old people and children. They must be protected, because they are the people least able to look after themselves.

Stairs are a very common place for falls. Gates at the top and bottom are effective in preventing young children from falling down the stairs. All stairways should have handrails, especially if there are old people in the house. It is very dangerous to place a small rug at the top of a flight of stairs. Your stairs should be well lighted from top to bottom and shouldn't be cluttered with toys and other objects.

If you overpolish your floors and polish underneath rugs, someone in your house may have a very nasty fall before long. Non-slip pads or rubber preserving jar rings sewn under small rugs at all the corners will prevent them from sliding. Spilled water or grease must be wiped up right away, and do keep your floor covering in good repair. Worn carpets, frayed rugs and loose linoleum can be death traps. Sooner or later someone will trip over the toys and playthings left on the floor, so pick them up as you go.

If you want something from a shelf out of your reach, use strong household steps. Never trust your weight to rickety chairs, boxes or anything that is unsafe just because it happens to be handy.

The bathroom can be a real hazard especially for older people. Place a rubber or heavy towelling mat at the bottom of the bathtub to avoid slipping. A hand-rail on the wall is a wonderful help for older people.

Trailing electric cords and flexes are asking to be tripped over. Where you can, staple them to skirting boards and coil any surplus flex out of the way.

Although it may not occur to you, attention to your footwear and clothing is very important in preventing household falls. Trailing dressing gown cords, down-at-heel shoes, and dropped hems can cause a most unpleasant fall.

Young children and unprotected upstairs windows are a very dangerous combination—make sure there are safety bars on your upstairs windows. You may not think that putting a bed under a window is unsafe, but children jumping on the bed may crash out quite easily.

Safety harness in the high chair is a very necessary safeguard and don't leave your baby lying by himself on the table—his first roll may be right off the table. Remember too, when your baby is in the cot, before you walk away, put up the cot sides. Young children will fall just when you least expect it.

**MAKE YOUR HOME SAFE**





# ANTIDOTES FOR POISONS

## DO THIS FIRST . . .

Send for a doctor immediately.

Keep the patient warm.

Determine if patient has taken:

(1) A POISON. Something not meant to be taken internally.

(2) AN OVERDOSE. A food or drug taken in excessive quantities.

While waiting for doctor, give appropriate counterdose.

But do not force any liquids on a patient who is unconscious.

Keep all poisons and medicines out of reach of children.

## TO FIND THE CORRECT COUNTERDOSE . . .

In the lists printed below find substance causing the trouble. Next to that substance is a number. This refers to counterdose bearing same number in the Antidote section.

### POISONS

Acids	18	Insect and Rat Poisons:	
Antifreeze	9	With Arsenic	2
Bichloride of Mercury	12	With Sodium Fluoride	14
Camphor	1	With Phosphorus	5
Carbon Monoxide	16	With D.D.T.	11
Chlorine Bleach	8	With Strychnine	15
Cleaning Fluids	17	Mushrooms	11
Disinfectant:		Oil of Wintergreen	9
With Chlorine	8	Paint (Lead)	11
With Carbolic Acid	6	Powder from broken	
Food Poisoning	11	Fluorescent Tubes	1
Gasoline, Kerosene	17	Rubbing Alcohol	9
Iodine Tincture	4	Turpentine	17
Lye	10	Washing Soda	10
Alkalis (Caustic)	19		

### OVERDOSES

Alcohol	9	Codeine	13
Barbiturates	3	Morphine, Opium	13
Belladonna	15	Paregoric	13
Bromides	1	“Pep” Medicines	2
Headache and Cold		Salicylates (Aspirin)	9
Compounds	9	Sleeping Medicines	3

# Antidotes for Poisons (cont.)

## ANTIDOTES

1. Induce vomiting with an emetic such as tablespoon of mustard, or soap and warm water, or salt and warm water, or finger in throat.
2. Give a mixture of 2 tablespoons powdered burnt toast, 1 spoon milk of magnesia, 4 spoons strong tea. Induce vomiting. (See 1).
3. Give mixture as in 2. Induce vomiting (see 1). Give 2 tablespoons epsom salts in 2 glasses of water. Then give large quantities of hot coffee or strong tea.
4. Give 2 oz. thick starch paste made by mixing cornstarch and water. Then give 2 oz. salt in quart of warm water. Drink until vomit fluid is clear. Finally give glass of milk.
5. 4 oz. hydrogen peroxide, 1 tablespoon sodium bicarb. in quart of warm water. Then give 4 oz. mineral oil. Positively do NOT take vegetable or animal oil. Induce vomiting (see 1).
6. Give 2 tablespoons whisky in 8 spoons warm water. Then give glass of milk or whites of 2 eggs. Then give hot tea or strong coffee. Do NOT induce vomiting.
7. Give mixture as in 2. Induce vomiting (see 1). Tablespoon sodium bicarb. in quart of warm water. Give 2 tablespoons epsom salts in pint of water.
8. Give 1 teaspoon aromatic spirits of ammonia in glass of water. Hot coffee or strong tea plus egg white.
9. Give mixture as in 2. Induce vomiting (see 1). Give tablespoon of sodium bicarb. in quart of warm water. Give strong tea or coffee.
10. Give 2 tablespoons of vinegar in 2 glasses of water. Then give white of 2 eggs or 2 oz. of olive oil. Do NOT induce vomiting.
11. Induce vomiting (see 1). Then give 2 tablespoons epsom salts in 2 glasses of water. Then give large quantities of hot coffee or strong tea.
12. For each tablet swallowed give white of 2 eggs in glass of milk. Give mixture as in 2. 1 oz. epsom salts in pint of water.
13. Give mixture as in 2. Two tablespoons epsom salts in 2 glasses of water. Keep patient awake.
14. Give 2 tablespoons of milk of magnesia. Give glass of milk. Induce vomiting (see 1).
15. Give mixture as in 2. Induce vomiting (see 1). Give artificial respiration if necessary.
16. Rush victim into fresh air. Make patient lie down. Hot coffee or strong tea.
17. Induce vomiting (see 1). Give 4 oz. mineral oil. Hot coffee or strong tea if conscious, otherwise artificial respiration.
18. Give 1 oz. milk of magnesia in water or lime water or soda bicarbonate solution. Do NOT induce vomiting.
19. Give diluted vinegar or lemon juice or solutions of citric acid and tartaric acid. Follow up with white of eggs or milk.